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Mastodon

MEDIA ALERT
#EC2014 Edition

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Mastodon

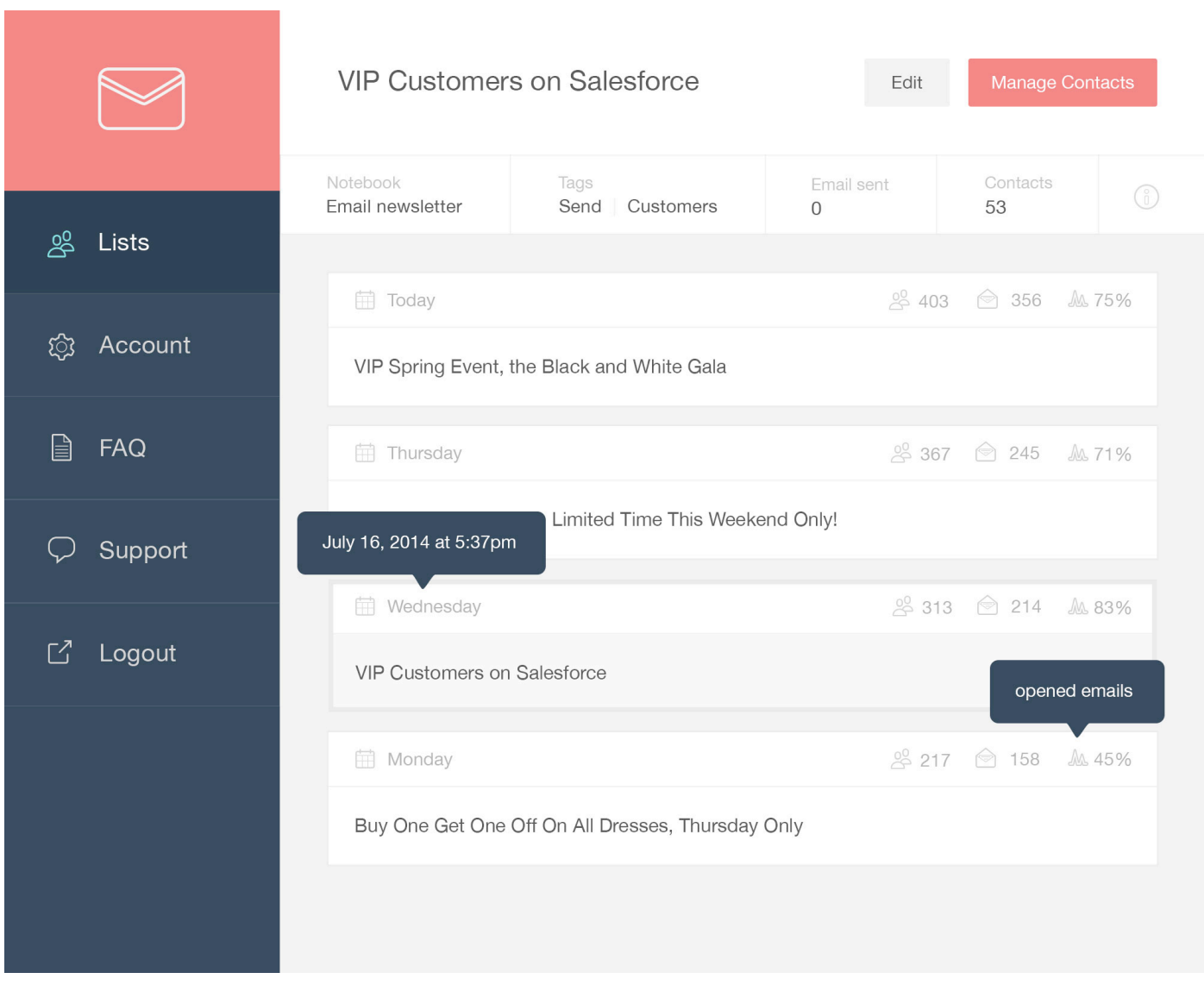
Email Newsletter Service Powered by Evernote Launches at #EC2014
Mastodon is working to make email newsletters easy... With Evernote.

San Francisco - Creating email newsletters can be intimidating and cumbersome. Most services require basic knowledge of HTML or CSS for a truly professional look and click-worthy appeal. The process is not easy, fun or engaging in any way. However, Founder of Mastodon, Lindsey C Holmes, a Technologist, Digital Marketer and Evernote Small Business Ambassador/ Certified Evernote Business Consultant is working to make email marketing easy, approachable and productive through Mastodon, the first Email Marketing service powered by popular note-taking app Evernote.

Lindsey's inspiration came from her own troubles with email marketing applications. She explains, "One day I looked in my [email service's] dashboard and had fifteen drafts. I had created some amazing email content ready to send but by the time I formatted and tried my hand at designing and formatting, the optimal time for sending my email was over. Fifteen drafts is a lot of wasted content. Evernote is a solution I use for so many things. It's also very fast. Using it as a newsletter service just makes sense"

With #Mastodon sending newsletters complete with pictures and videos is as easy as a tag. Mastodon uses the best of Evernote - a robust text editor, drag n' drop ease, the ability to add multimedia, public and private sharing, multiple clients, and some killer integrations to not only make email creation effortless, but a seamless, productive and even automated experience alongside your everyday tasks.

How Mastodon Works



The Email Newsletter
The newsletter is created entirely in an #Evernote note. Users are free to add photos, video or any other type of file that Evernote supports. There are many.

The List
Users easily import a CSV file or paste plain text contacts into their dashboard to make a list.

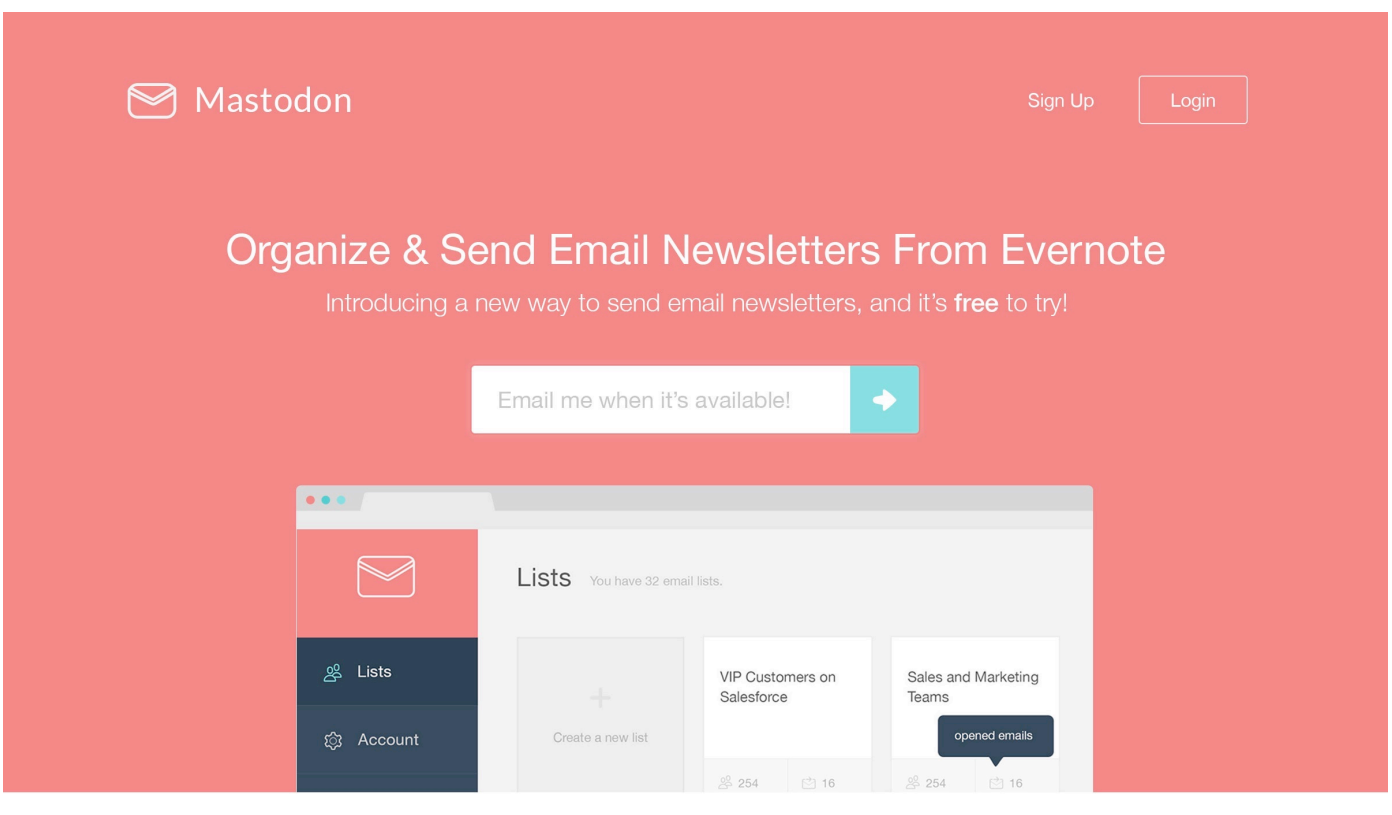
The Tag/ Sending Emails
Email sends are triggered via Evernote tag. The name of the list can serve as a tag or an alternative tag can be chosen). After creating the newsletter, a user simply adds the desired 'list tag' and 'send.'

Tracking
Email opens and success rates are tracked in your Mastodon dashboard.

Mastodon Pricing

Free and Paid plans are available for Mastodon. Paid plans range from $10 - $35.

Sign up to test Mastodon Beta!



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